

Podcasting and Business Administration

Aravindh, A. S., MBA (Finance and Systems), Ph.D. Scholar

Senior Associate, City Union Bank, Ltd.

asajoelsam@gmail.com

=====

Abstract

This paper discusses some of the characteristics, features and usefulness of podcasts and podcasting. Podcasting is not yet popular in India. Podcasting offers great potential and opportunity to business corporations to be in continuous communication with their employees, agents and customers. With younger people getting familiar with the online use, future communication for education, training, exchange of information, sale of commodities, etc., podcasting will greatly benefit business transactions and corporations. The paper suggests that production of podcasts may be included in the Business Administration classes.

Keywords: Podcast, podcasting, business communication, training of employees, current status of podcasting in India, business administration syllabus.

Podcasts are becoming popular in business communication these days. However, use of podcasts by Indian business administration is not yet popular. <https://player.fm/countries/india> recognizes several popular podcasts. But most of these come under Sports, Sports News, Society, Religion, Politics, Science, History, Tech Technology, and Health and wellbeing. That is, most of these items do not focus on business activities and are not intended to establish brand names, etc.

Dictionary.com <https://www.dictionary.com/browse/podcast?s=t> defines podcast as “a digital audio or video file or recording, usually part of a themed series, that can be downloaded from a website to a media player or computer.” The example for this word use is given as follows: “Download or subscribe to daily, one-hour podcasts of our radio show.”

Podcast item or material in audio format is usually freely available as audio files and we can listen to these audio files in our computers or digital audio players. Two terms are combined to generate the new word *podcast*: iPod and broadcasting. An interesting combination for a new innovative way of presenting materials in audio format.

These audio files are available on the Internet. We can download them and listen to them at our convenience. These may be downloadable from computer as well as mobile device.

An interesting feature of podcast is that podcasts are often a series of materials. That is, materials are produced and presented as independent materials, but these are usually connected. In other words, a company or corporation can initiate their own podcasts and present distinct ideas and examples to present their products to customers.

Through podcasts we can present detailed content with music, words, slogans, mimics, and so on. The content presented is easy to follow and becomes very attractive to listeners. If your podcast includes some easy to sing and imitate tunes and folk music that is simple and is easily remembered, your podcast will become very popular. Along with the popularity, the business that brings out the podcast also gets widely known for their products.

Through podcasts individual scholars and service-minded individuals can offer constructive advice to the listeners and encourage them to move forward even in the midst of obstacles and suffering they face. New products may be introduced. New opportunities to improve business and gain more profit can be achieved even as businesses serve the community.

Authoritative tone and voice and enthusiastic words and sentences generate some confidence in the listeners, even as the listeners begin to develop some trust in what they are listening to.

Often administrators of cement and steel industry try to influence their customers through print advertising. Sign boards and wall writings are very common communicating the message of the superiority of their brands over others. The very same thing can be better achieved by podcasts, better than even attractive oral TV advertisements, etc.

While oral or written advertisements through various channels can present information with assertive tone, such presentation does not present details, because the time they get for this sort of communication is short and limited. On the other hand, podcasts offer longer time.

At the same time we should also recognize that audience for podcasts may be limited in number in India. It all depends on the familiarity of the Internet to people and the skill in downloading or linking to podcast websites.

Once an individual gets used to listening to podcasts, he or she may be very inclined to check podcasts for details on the kind of thing or work they want to do.

Even though the audience may be limited at present, the popularity of podcasts is growing all over the world. So, leading and upcoming corporations, banks, insurance companies,

etc. will greatly benefit if they can start producing podcasts with messages from their companies, even as their podcasts may be concerned with general topics.

Brand awareness with suitable information is created better with podcast.

We should also include preparation of podcasts as part of business administration syllabus in the Universities.

Podcasters claim that it is not that difficult to produce podcasts. With training, it should be possible for business administration students to identify suitable and relevant topics for producing a podcast.

Podcasts for employees within the company seem to be more effective. They are more often required to listen to the podcasts and through such listening they are better trained.

Likewise agents and brokers attached to the company also will be trained with latest information, rules and procedures, etc. through podcasts which are much longer than the advertisement. In addition, they are not required to write down information, but listen to the podcast presentations as often as they want. They can also save the podcasts in their mobile devices for reference and future use.

Company podcasts can also be easily transferred to the mobile device of all business contacts. This will create brand awareness and will encourage businesses to get in touch with the suppliers with additional information.

Restaurants can use podcasts to attract their customers and regular patrons. Descriptions of items ready for breakfast, lunch, snacks, and dinner by chefs will be likeable introduction. Special items can be described in simple and effective language along with suitable music, etc.

Likewise, instructions on how to use a toy, a domestic electrical product, cooking instructions and so on are all welcome in podcasts.

True, podcasts have become popular and useful to the younger generation. Many who have visited abroad or who have worked abroad and returned to their parent companies in India seem to be eager to listen to podcasts. We should recognize that with increase in computer and internet uses, podcasts will continue to grow in number. Individuals and families will be eagerly waiting for news about and scenes from movies and so on through podcasts.

Since podcasts help the growth of business, it becomes an effective tool in the hands of business administrators.

It looks like Indian companies have not taken advantage of podcasting as an important training tool and as a useful storage of guidelines and information for their employees. Meanwhile, training students of Business Administration majors will impart to them yet another important skill.

References

<https://player.fm/countries/india>

<https://www.dictionary.com/browse/podcast?s=t>



Aravindh, A. S., MBA (Finance and Systems), Ph.D. Scholar
Senior Associate, City Union Bank, Ltd.
asajoelsam@gmail.com